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SUBJECT: MEDIA REACTION - CALIFORNIA GOVERNOR'S "CAMPAIGN AGAINST  
CHILEAN AGRICULTURAL EXPORTS"

11. Summary: Governor Schwarzenegger's campaign encouraging Californians to buy local fruits and vegetables (and not Chilean produce) has generated negative publicity in Chile. On line conservative, influential newspaper-of-record "El Mercurio," afternoon daily La Segunda, and TV Channel 13's webpage report that, as part of his reelection campaign, the Governor is calling on constituents to purchase California grown fruit and vegetables as a way to protect the local economy and jobs. Reportedly the Governor is specifically urges them not to buy Chilean products and has alluded to the the poisoned grapes case of 1989. The Embassy has already begun receiving press inquiries about the Governor's remarks and a Chilean Senator called the Ambassador. End summary.

22. El Mercurio: "Terminator Schwarzenegger Lashes Out Against Chilean Agriculture:" The reelection campaign for the Governor of California has taken a dramatic turn, this time against Chilean agricultural products...displacing immigration and security border issues with Mexico to second place.... In an array of television ads and in the print media Schwarzenegger calls on voters to buy California grown vegetables and fruits and not Chile products as a way to protect local farmers and jobs. Mocking his "I'll be back", the Governor says, "Buy only Californian".... Schwarzenegger even lashed out at Chilean producers with intimidation, reminding them of the cyanide poisoned grapes incident.... The largest agricultural worker's union, the "United Farm Workers of America", have repeatedly denounced that the poisoned grapes incident was plotted by the "Guimarra Vineyard Corporation", the largest wine producers and farmers in California."

33. Channel 13: "Schwarzenegger launches an aggressive campaign against foreign fruit products and calls on consumers to buy only California grown agricultural products. Chilean Fruit Federation (Fedefrut) general manager Juan Carlos Sepulveda labeled this a political maneuver and ruled out any major impact on Chilean exports, since in the end 'it's consumers who decide.'"

KELLY